

ROUTING AND TRANSMITTAL SLIP		Date
		14 November 1989
TO: (Name, office symbol, room number, building, Agency/Post)		Initials Date
1. Director of Logistics		
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Action	File	Note and Return
Approval	For Clearance	Per Conversation
As Requested	For Correction	Prepare Reply
Circulate	For Your Information	See Me
Comment	Investigate	Signature
Coordination	Justify	

REMARKS

FYI

DO NOT use this form as a RECORD of approvals, concurrences, disposals, clearances, and similar actions

FRO	symbol, Agency/Post)	Room No.—Bldg.
EXA/DDA		Phone No.

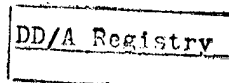
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OPTIONAL FORM 41 (Rev. 7-76)
Prescribed by GSA

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Dear Manager:

As President of the National Association of Printers and Lithographers, I'd like to invite you to attend a new one-day workshop:

FINANCE FOR NON FINANCIAL MANAGERS

This is a limited attendance workshop designed solely for printers. It will address questions such as:

- * How to see your printing business in terms of dollars and cents.
- * How thinking in terms of finance is different from thinking in terms of marketing, sales, or production
- * How to translate the various measures of performance into financial terms
- * Find out what the profit and loss statement can tell you
- * What to look for in a balance sheet -- and how to understand what the numbers are "saying."
- * What the various financial indicators tell you about past, present, and future performance.
- * How cash flow is managed
- * How profits are determined
- * How cash flow is related to budgeting, planning, and forecasting

NAPL has developed this by-invitation-only seminar to help printing company executives understand and manage their businesses more effectively in a tough and competitive marketplace.

The seminar is filled with business-specific, practical information. Information that you can put to work the day you return to the office -- because it's run by Ed Rosenblum, an experienced printer.

For 17 years, Ed played a major role in LeHigh Press's growth to \$135 million in sales. He's a proven professional who understands the real world of printing.

The workshop will be held on two dates:

November 30 in Chicago, Illinois at the Ritz-Carlton, a Four Seasons Hotel and on December 5 in Teaneck, New Jersey at Loew's Glenpointe Hotel.

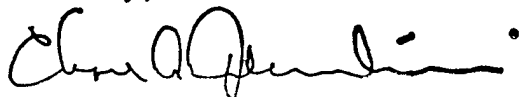
The session will begin at 8:30 a.m. with coffee and registration and will continue through 5:00 p.m. with time out for breaks and lunch. The price is \$285 for NAPL members and \$335 for non-members, and includes all meeting materials and food.

The seminar won't give you a rehash of university accounting courses and you won't be subjected to "finance by fear and jargon." No question will go unanswered and you'll find out how the answers apply to your company, your position and to our industry.

So, plan on joining us on November 30 or December 5 for a practical and useful session. To ensure the proper environment, registration will be limited to the first 35 received.

To reserve your place, please call NAPL's Programs Department today at (201) 342-0706 or (800) 642-0225, or return the enclosed reservation card.

Sincerely,



Charles A. Alessandrini
President

CAA/1o

Enclosures